

Rep Order# 8879341 Ver# 3 Status Revised
EC'd No

Traffic Order# 37554

Printed: 10/16/2012 9:49 AM
Last Received: 10/16/2012 9:00 AM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () NRSC / HELLER
Product NRSC/HELLER
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

NRSC/HELLER COORDINATED FUNDS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$24,705

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|----------------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU | 900P-1000P | | :30 | \$2,100.00 | 10/16-10/16 | 2 | 1 | 2 | \$4,200.00 | |
| | | | | Buyline Comment: NCIS LA | | | | | | | | |
| | 2 | M | 1000P-1100P | | :30 | \$2,100.00 | 10/15-10/15 | 1 | 1 | 1 | \$2,100.00 | |
| | | | | Buyline Comment: HAWAII 5-0 | | | | | | | | |
| | 3 | W | 800P-900P | | :30 | \$2,200.00 | 10/10-10/10 | 1 | 1 | 1 | \$2,200.00 | |
| | | | | Buyline Comment: SURVIVOR | | | | | | | | |
| | 4 | SU | 800P-900P | | :30 | \$7,350.00 | 10/14-10/14 | 1 | 1 | 1 | \$7,350.00 | |
| | | | | Buyline Comment: AM RACE | | | | | | | | |
| | *5 | F | 900P-1000P | | :30 | \$1,400.00 | 10/12-10/12 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: JERSEY | | | | | | | | |
| | | | | Sales Remark: V3 . | | | | | | | | |
| | | | | V3 Comment Changed, Spots/week Changed | | | | | | | | |

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|-----|-----|-----|-------------|-------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 6 | W | 900P-1000P | | :30 | \$2,500.00 | 10/10-10/10 | 1 | 1 | 1 | \$2,500.00 | |
| | | | | Buyline Comment: C MINDS | | | | | | | | |
| | 7 | W-F | 200P-300P | | :30 | \$375.00 | 10/10-10/12 | 1 | 1 | 1 | \$375.00 | |
| | | | | Buyline Comment: THE TALK | | | | | | | | |
| | 8 | TU | 1000P-1030P | | :30 | \$325.00 | 10/16-10/16 | 1 | 1 | 1 | \$325.00 | |
| | | | | Buyline Comment: INSIDE ED | | | | | | | | |
| | 9 | TU | 1030P-1100P | | :30 | \$350.00 | 10/16-10/16 | 1 | 1 | 1 | \$350.00 | |
| | | | | Buyline Comment: ET | | | | | | | | |
| | 10 | W-F | 500P-630P | | :30 | \$500.00 | 10/10-10/12 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 11 | SA | 930A-1200P | | :30 | \$1,050.00 | 10/13-10/13 | 1 | 1 | 1 | \$1,050.00 | |
| | | | | Buyline Comment: ACC FOOTBALL | | | | | | | | |
| | 12 | SU | 800A-830A | | :30 | \$1,225.00 | 10/14-10/14 | 1 | 1 | 1 | \$1,225.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 13 | SA | 500P-700P | | :30 | \$225.00 | 10/13-10/13 | 2 | 1 | 2 | \$450.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 14 | SA | 1135P-1235A | | :30 | \$95.00 | 10/13-10/13 | 1 | 1 | 1 | \$95.00 | |
| | | | | Buyline Comment: P PRACTICE | | | | | | | | |
| | 15 | SA | 135A-235A | | :30 | \$40.00 | 10/13-10/13 | 1 | 1 | 1 | \$40.00 | |
| | | | | Buyline Comment: C SQUAD | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 16 | W-F | 400A-459A | | :30 | \$20.00 | 10/10-10/12 | 1 | 1 | 1 | \$20.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 17 | W-F | 400A-459A | | :30 | \$25.00 | 10/10-10/12 | 1 | 1 | 1 | \$25.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | *18 | SA | 730P-1000P | | :30 | \$500.00 | 10/13-10/13 | 2 | 1 | 2 | \$1,000.00 | |
| | | Buyline Comment: MOVIE | | | | | | | | | | |
| | | V3 Added | | | | | | | | | | |
| | *19 | SA | 930A-1200P | | :30 | \$300.00 | 10/13-10/13 | 1 | 1 | 1 | \$300.00 | |
| | | Buyline Comment: ACC FOOTBALL | | | | | | | | | | |
| | | V3 Added | | | | | | | | | | |
| | *20 | SA | 135A-235A | | :30 | \$100.00 | 10/13-10/13 | 1 | 1 | 1 | \$100.00 | |
| | | Buyline Comment: COLD SQUAD | | | | | | | | | | |
| | | V3 Added | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 23 / \$24,705.00

---SALES MONTHLY TOTALS---

Oct 12: 23 / \$24,705.00

Sales Totals: 23 / \$24,705.00

Station Totals: 23 / \$24,705.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$82,350 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |